



PODCAST LAUNCH CHECKLISTS

THE EASIEST WAY TO LAUNCH YOUR PODCAST THE RIGHT WAY!

PODCAST LIFTOFF

Planning Your Show

Before you hit that record button, it's important to plan your show - come up with the concept, topic, and format, and do a little bit of research before you dive in!

- ☐ Answer: Why am I starting a show?
- ☐ Come up with your topic
- ☐ Pick a Format (interview, solo, short-form, news, etc)
- ☐ Come up with a name (research on Apple Podcasts to make sure it's unique)
- ☐ Create the Artwork
- ☐ Come up with 15-20 Episode Ideas (or people to interview)
- ☐ Write Your Trailer / Episode 0

Your Gear

It's time for my favorite part: getting the gear. These are just recommendations, but I think it's a good list to make sure you don't miss anything that could be helpful and make you sound good as soon as possible.

- ☐ Mic (Recommendation: ATR-2100x)
- ☐ Recording / Editing Software (Recommendation: Audacity, GarageBand on Mac)
- ☐ Mic Accessories (boom arm, pop filter, headphones)
- ☐ Audio Hosting (Recommendation: Castos)
- ☐ Web Hosting (Recommendation: Nexcess)

Find all the links at <https://podcastliftoff.com/links/>



Solo Show Checklist

Solo shows are a little easier to manage because it’s just you! You don’t have to worry about coordinating with guests or co hosts, but there’s still a lot to think about. Here’s everything from pre-production to publishing.

Pre Production

- ☐ Select Topic
- ☐ Set Recording Time
- ☐ Research
- ☐ Write Script or Outline

Post Production

- ☐ Save Your Recording(s)
- ☐ Edit
- ☐ Compile Show Notes

Promotion

- ☐ Send out email your mailing list
- ☐ Audiogram
- ☐ Facebook posts
- ☐ Twitter Posts
- ☐ Question based on episode
- ☐ Pull quote from episode
- ☐ Tease next episode
- ☐ Ask for Rating / Review

Recording

- ☐ Turn off all distractions / notifications
- ☐ Rehearse reading
- ☐ Start your local recording
- ☐ Start Backup Recording

Publishing

- ☐ Upload audio to host
- ☐ Add show notes and/or transcript
- ☐ Schedule Social Media

Add your own tasks here

- ☐ _____
- ☐ _____
- ☐ _____
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- ☐ _____



Interview Show Checklist

With interview shows, they can be more fun (and bring in lots of different perspectives), but there’s more work that goes into them, from finding guests to getting all of the details right.

Pre Production

- ☐ Research & Schedule Guest
- ☐ Send Calendar Invite
- ☐ Send Guest Notes

Post Production

- ☐ Save Your Recording(s)
- ☐ Get Guest Audio
- ☐ Edit
- ☐ Create Artwork
- ☐ Compile Show Notes

Promotion

- ☐ Send out email to mailing list
- ☐ Audiogram
- ☐ Facebook posts
- ☐ Twitter Posts
- ☐ Question based on episode
- ☐ Pull quote from episode
- ☐ Tease next episode
- ☐ Ask for Rating / Review

Recording

- ☐ Ask how to pronounce name
- ☐ Confirm title and other info for introduction
- ☐ Turn off Distractions / Notifications
- ☐ Turn off Bandwidth hogs
- ☐ Start your local recording
- ☐ Ask guest to record
- ☐ Backup Recording

Publishing

- ☐ Upload audio to host
- ☐ Add show notes and/or transcript
- ☐ Schedule Social Media
- ☐ Reach out to guest to share

Add your own tasks here

- ☐ _____
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Show Notes

Show notes are an important aspect to your episodes. Important links, concepts, and CTAs will be here.

- ☐ Did you capture all important links?
- ☐ Did you write down the big ideas
- ☐ Did you capture at least 1 good quote from the episode?
- ☐ Is there at least one clear Call to Action?



YOU'RE READY!

With these checklists you're ready to start podcasting without missing anything important! And when you know it's time to take your show even further, you can take Podcast Liftoff, which gives you step-by-step instructions on everything about, and even more (*like making money!*)

JOIN HERE:

<https://podcastliftoff.com>

